| 1  |    |  |
|----|----|--|
| 2  | Q. | PAGE 3, LINE 21 OF MR. SCREVEN'S TESTIMONY STATES THAT                   |
| 3  |    | BAPCO IS PROVIDED LISTING INFORMATION MUCH MORE                          |
| 4  |    | FREQUENTLY THAN IT IS PROVIDED TO INDEPENDENT                            |
| 5  |    | PUBLISHERS. WHY DOESN'T BELLSOUTH PROVIDE LISTING                        |
| 6  |    | INFORMATION TO THE INDEPENDENT PUBLISHERS WITH THE                       |
| 7  |    | SAME FREQUENCY IT PROVIDES INFORMATION TO BAPCO?                         |
| 8  |    |  |
| 9  | A. | BellSouth does not currently offer service to the independent publishers |
| 10 |    | with the same frequency as is provided to BAPCO because the              |
| 11 |    | independent publishers have conveyed they will not purchase it.          |
| 12 |    | BellSouth provided feasibility studies to the publishers for furnishing  |
| 13 |    | daily listing information and has estimated costs and prices associated  |
| 14 |    | with providing service this way.   |
| 15 |    |  |
| 16 |    | As stated in my direct testimony, the terms and conditions of the DPDS   |
| 17 |    | tariff now in effect in Florida are a result of agreements made pursuan  |
| 18 | 3  | to regional negotiations with the Company's DPDS customers —             |
| 19 | )  | negotiations which included active involvement by Mr. Screven and        |
| 20 |    | other independent directory publishers doing business in Florida. The    |
| 2  | 1  | service we provide meets the needs of our customers.                     |
| 22 | 2. |  |
|    |    |  |

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24

CONTAINS A LIST OF ITEMS HE WANTS THE COMMISSION TO

23 Q. PAGE 4, LINES 15 THROUGH 19 OF MR. SCREVEN'S TESTIMONY

| 1  | -  | REQUIRE BELLSOUTH TO PROVIDE VIA DPDS. WOULD YOU                         |
|----|----|--|
| 2  |    | COMMENT ON THESE ITEMS?  |
| 3  |    |  |
| 4  | A. | Yes.   |
| 5  |    |  |
| 6  | Q. | ITEM 1 READS AS FOLLOWS:   |
| 7  |    | "1) ALLOW DIRECTORY PUBLISHERS TO PROVIDE                                |
| 8  |    | DIRECTORIES IN PRINTED OR ELECTRONIC FORMAT;"                            |
| 9  |    | SHOULD BELLSOUTH BE REQUIRED TO ALLOW THESE USES VIA                     |
| 10 |    | DPDS?  |
| 11 |    |  |
| 12 | A. | The provision of directories in printed or electronic format is already  |
| 13 |    | available under DPDS. BellSouth believes producing directories on        |
| 14 |    | CD ROM to be electronic format. Mr. Screven's testimony implies that     |
| 15 |    | placing directory information on the Internet is the same thing. We      |
| 15 |    | strongly disagree.   |
| 17 |    |  |
| 18 | Q. | WHAT IS THE DIFFERENCE IN A DIRECTORY SERVICE AND A                      |
| 19 | i  | DIRECTORY ASSISTANCE TYPE SERVICE?                                       |
| 20 | )  |  |
| 21 | Α. | Directory service providers publish and deliver directories. When        |
| 22 | 2  | independent publishers provide consumers a CD ROM directory, they        |
| 23 | 3  | are providing consumers all the listing information for the jurisdiction |
| 2. | 4  | covered by that directory. The CD ROM directory is delivered to the      |
| 2  | 5  |  |

| 1  |    | user in its entirety. No "look up" of specific listing information is  |
|----|----|--|
| 2  |    | provided. No on-line service is provided.  |
| 3  |    |  |
| 4  |    | Directory assistance type service providers deliver information about  |
| 5  |    | specific listings. When a consumer requests (may be either voice or  |
| 6  |    | data) the listing for John Doe on Monroe Street, for example, the  |
| 7  |    | directory assistance provider performs a "look up" to locate and deliver   |
| 8  |    | that specific listing on line. Placement of listing information on the   |
| 9  |    | Internet for provision of specific listing information constitutes provision   |
| 10 |    | of a directory assistance type service, which is not allowed under   |
| 11 |    | DPDS. Companies interested in using listing information to provide   |
| 12 |    | directory assistance can do so by subscribing to BellSouth's Directory   |
| 13 |    | Assistance Database Service (DADS) service, which is tariffed and in   |
| 14 |    | effect in Florida.   |
| 15 |    |  |
| 16 | Q. | BEGINNING ON PAGE 5, LINE 14, MR. SCREVEN'S TESTIMONY  |
| 17 |    | STATES, "BELLSOUTH HAS LISTINGS ON THE INTERNET, WE  |
| 18 |    | WANT TO DO THE SAME." CAN INDEPENDENT PUBLISHERS   |
| 19 |    | PLACE LISTING INFORMATION ON THE INTERNET FOR  |
| 20 |    | RETRIEVAL BY CONSUMERS?  |
| 21 |    |  |
| 22 | A. | Yes, this use is allowed under the company's DADS tariff in effect in BellSouth has used listing information         |
| 23 |    | Florida. BAPCO uses listing information provided under the DADS provided under the DADS tariff to trial a business   |
| 24 |    | tariff to provide its directory assistance type, Internet service. BAPCO-directory assistance-type Internet service. |
| 25 |    | cubsorbes to DADS service and news DADS rates.   |

| 1  |      |  |
|----|------|--|
| 2  | Q.   | ITEM 2 ON MR. SCREVEN'S LIST READS AS FOLLOWS:                           |
| 3  |      | "2) PROVIDE INFORMATION ON RESIDENTIAL NEW                               |
| 4  |      | CONNECTS;"   |
| 5  |      | SHOULD BELLSOUTH BE REQUIRED TO PROVIDE A LIST OF                        |
| 6  |      | RESIDENTIAL NEW CONNECTS?  |
| 7  |      | • · · · · · · · · · · · · · · · · · · ·                                  |
| 8  | A.   | No. BellSouth should not be required to provide a list consisting solely |
| 9  |      | of residential new connects because:                                     |
| 0  |      | 1) Lists consisting solely of new connects are not required to           |
| 11 |      | publish directories, and   |
| 12 |      | 2) BellSouth should not be required to develop and offer                 |
| 13 |      | services which the publishers will not buy in sufficient                 |
| 14 |      | quantity.  |
| 15 |      |  |
| 16 | Q.   | ITEM 3 ON MR. SCREVEN'S LIST READS:                                      |
| 17 |      | "3) PROVIDE AN UPDATED SERVICE IN A REASONABLE                           |
| 18 |      | FORMAT, UNBUNDLED AND AT REASONABLE,                                     |
| 19 | )    | NONDISCRIMINATORY RATES."  |
| 20 | )    | IS BELLSOUTH DOING THIS TODAY?   |
| 2. | 1    |  |
| 22 | 2 A. | Yes. The refresh update service BellSouth provides in its DPDS tariff is |
| 2: | 3    | what the regional consortium of directory publishers, with whom the      |
| 2  | 4    | Company negotiated service, terms and conditions, said they wanted       |
| 7  | =    | and are willing to ourchase. The Company has explored many               |

| 1  |    | alternatives that our DPDS customers have inquired about and has           |
|----|----|--|
| 2  |    | proposed development of those alternatives. The service developed          |
| 3  |    | directly addresses customers' wants and needs.                             |
| 4  |    |  |
| 5  | Q. | ON PAGE 9, LINES 3 THROUGH 19 OF HIS TESTIMONY, MR.                        |
| 6  |    | SCREVEN INDICATES THAT CUSTOMER ADDRESS INFORMATION                        |
| 7  |    | ASSOCIATED WITH UNPUBLISHED NUMBERS SHOULD BE                              |
| 8  |    | PROVIDED WITH THE WEEKLY BUSINESS ACTIVITY REPORT                          |
| 9  |    | (WBAR). IS THIS APPROPRIATE?   |
| 0  |    |  |
| 11 | A. | No. Providing this information via DPDS is not appropriate because it      |
| 12 |    | would compromise the service BellSouth provides to customers in            |
| 13 |    | Florida who pay monthly rates to have their listing information omitted    |
| 14 |    | from directories.  |
| 15 |    |  |
| 16 | Q. | ARE THERE ANY OTHER COMMENTS YOU WISH TO MAKE                              |
| 17 |    | REGARDING MR. SCREVEN'S TESTIMONY?   |
| 18 |    |  |
| 19 | A. | Yes. On page 11, lines 4 through 7, Mr. Screven recommends that the        |
| 20 |    | billing address for newly connected residential customers be provided      |
| 21 |    | with an update service. It is unclear why the directory publishers need    |
| 22 |    | a residential customer's billing address, if different from the customer's |
| 23 |    | residence. We do not feel it is appropriate that this information be       |
| 24 |    | provided with DPDS service because it is not needed to publish or          |
| 25 |    |  |

| 1  | •  | deliver directories. Additionally, residential customer billing information |
|----|----|---|
| 2  |    | is proprietary.   |
| 3  |    |   |
| 4  | Q. | DOES THIS CONCLUDE YOUR TESTIMONY?  |
| 5  |    |   |
| 6  | A. | Yes.  |
| 7  |    |   |
| 8  |    |   |
| 9  |    |   |
| 10 |    |   |
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| 12 |    |   |
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(By Mr. Carver) Mr. Juneau, could you Q summarize your testimony, please?

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Yes. There are four issues in this proceeding that I address in my testimony. The first issue regards requiring BellSouth to offer a listing service consisting solely of new connections of residential and business subscribers. BellSouth should not be required to offer such a listing service because lists consisting solely of new connects are not required to publish directories and there is no demand from publishers for this service. In regional negotiations with the directory publishers, BellSouth has offered similar services and no one has expressed willingness to buy these services at the price required to cover our cost. Outside of the testimony filed in this proceeding we're not aware of any other demand.

The second issue regards the appropriateness of BellSouth's newly effective update service. This update service is appropriate. The monthly refresh option was implemented based on negotiations with Independent Publishers. In fact, the regional 23 negotiations -- in the regional negotiations three 24 options were offered and the publishers chose this 25 | option.

The third issue regards restrictions on the types of directories that can be published under the directory publishers database service tariff. The tariff allows for the publication of directories in printed or CD ROM format and specifies that the directories must be organized in alphabetical and/or numerical sequence. This restriction was placed in the tariff to allow DPDS information to be used for directory publishing service but to prohibit this same information from being used to provide directory assistance service which is a separate line of business covered in another tariff. Additionally, the tariff specifies that DPDS data may not be used to publish or distribute in any form lists of new or changed telephone subscribers. The DPDS tariff is designed to be used to publish telephone directories. A list of new or changed telephone subscribers is not consistent with this purpose.

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The fourth issue regards the effective date of tariffs filed pursuant to the Commission's order in this case. BellSouth does not believe any tariff changes are required.

BellSouth has worked with the directory publishers to develop a DPDS service that meets the publishers needs at a fair price. The terms and

| 1  | conditions of the DPDS tariff now effective in Florid |
|----|---|
| 2  | are a result of agreements reached in regional        |
| 3  | negotiations which included active involvement by the |
| 4  | members of the Florida Independent Directory          |
| 5  | Publishers participating in this proceeding. Further  |
| 6  | modification to BellSouth's tariff is neither         |
| 7  | necessary nor appropriate.                            |
| 8  | Q Does this conclude your summary?                    |
| 9  | A Yes, it does.                                       |
| 10 | MR. CARVER: The witness is available for              |
| 11 | cross examine.  |
| 12 | CHAIRMAN JOHNSON: Thank you. Mr. Horton.              |
| 13 | MR. HORTON: Yes, ma'am. I have some                   |
| 14 | questions, but before I start I was going to see if   |
| 15 | the Staff would offer their exhibit.                  |
| 16 | MR. PELLEGRINI: Chairman Johnson, Staff               |
| 17 | would offer Exhibit MLJ-1-3 requesting identification |
| 18 | COMMISSIONER KIESLING: Could I make an                |
| 19 | inquiry? Are those still over there?                  |
| 20 | WITNESS JUNEAU: No, Commissioner. I have              |
| 21 | no  |
| 22 | COMMISSIONER KIESLING: Okay. Mr. Screven,             |
| 23 | could you return them?                                |
| 24 | Thank you.  |
| 25 | CHAIRMAN JOHNSON: Could we get a chart                |

| 1  | title for MLJ-3? That's the one you'd like to have |
|----|--|
| 2  | identified, is it not?                             |
| 3  | MR. PELLEGRINI: Yes. BellSouth's Response          |
| 4  | to Staff's First, Second and Third Sets of         |
| 5  | Interrogatories.                                   |
| 6  | CHAIRMAN JOHNSON: Hold up. You said that           |
| 7  | you wanted to identify MLJ-3.                      |
| 8  | MR. PELLEGRINI: MLJ-1, 2 and 3.                    |
| 9  | CHAIRMAN JOHNSON: Oh, okay. I thought you          |
| 10 | said 3.  |
| 11 | MR. PELLEGRINI: MLJ-1 is BellSouth's               |
| 12 | response to Staff's Interrogatories 1, 2 and 3.    |
| 13 | MLJ-2 is BellSouth's Response to Staff's           |
| 14 | First Request for Production of Documents.         |
| 15 | MLJ-3 is the DADS and DPDS tariffs.                |
| 16 | CHAIRMAN JOHNSON: Now, are you asking that         |
| 17 | we identify these as a composite exhibit?          |
| 18 | MR. PELLEGRINI: I think they should be             |
| 19 | identified separately.                             |
| 20 | CHAIRMAN JOHNSON: Okay. Starting, then,            |
| 21 | with MLJ-1, the short title for that one?          |
| 22 | MR. PELLEGRINI: "BellSouth's Response to           |
| 2: | Staff's Interrogatories 1, 2 and 3."               |
| 2  | CHAIRMAN JOHNSON: It will be identified as         |
| 2  | marked as Exhibit 4 and the next one? Short        |

| j  | ·<br>•  |
|----|---|
| 1  | title for MLJ-2.                                    |
| 2  | MR. PELLEGRINI: "BellSouth's Response to            |
| 3  | Staff First POD."                                   |
| 4  | CHAIRMAN JOHNSON: It will be marked as              |
| 5  | Exhibit 5. And the third?                           |
| 6  | MR. PELLEGRINI: DADS and DPDS tariffs.              |
| 7  | CHAIRMAN JOHNSON: It will be marked as              |
| 8  | Exhibit 6. Thank you.                               |
| 9  | (Exhibits 4, 5 and 6 marked for                     |
| 10 | identification.)                                    |
| 11 | CHAIRMAN JOHNSON: Mr. Horton.                       |
| 12 | MR. HORTON: Yes, thank you.                         |
| 13 | CROSS EXAMINATION                                   |
| 14 | BY MR. HORTON:                                      |
| 15 | Q Good morning, Mr. Juneau. I'm Doc Horton on       |
| 16 | behalf of the Directory Publishers.                 |
| 17 | A Good morning.                                     |
| 18 | Q In your testimony you state that you have         |
| 19 | been with BellSouth for 25 years. Am I correct that |
| 20 | you have been with them since you graduated from    |
| 21 | college?  |
| 22 | A That's correct.                                   |
| 23 | Q And during that time have you ever worked         |
| 24 | for BAPCO?  |
| 25 | A No, I have not.                                   |

| 1   | 1   | 1              |
|-----|---|----------------|
| 1   | 1 Q Do you know who BAPCO is?             |                |
| 2   | 2 A Yes, I do.                            |                |
| 3   | 3 Q Have you worked for any other         | publishing     |
| 4   | 4 affiliate?                              |                |
| . 5 | A No, I have not.                         |                |
| 5   | Q Have you ever worked for an in          | dependent      |
| 7   | 7 publisher?                              |                |
| 8   | A No.                                     |                |
| 9   | 9 Q Your responsibilities have bee        | n with respect |
| 10  | to pricing, tariffing, and regulatory su  | pport of       |
| 11  | several different services offered by Be  | llSouth. Does  |
| 12  | that include directory publishers service | es?            |
| 13  | A Yes.                                    |                |
| 14  | Q To what extent?                         |                |
| 15  | A To the extent that I'm represe          | nting          |
| 16  | 6 BellSouth in this proceeding.           |                |
| 17  | Q How about prior to this procee          | ding?          |
| 18  | A I have not had an association           | with           |
| 19  | publishing prior to the proceeding.       |                |
| 20  | Q Were you responsible for the c          | ost studies    |
| 21  | that have been filed in this case?        |                |
| 22  | A No, I was not.                          |                |
| 23  | 3 Q How about the tariffs?                |                |
| 24  | A No, I was not.                          |                |
| 25  | 5 Q You know Mr. Terry Orman?             |                |
|     |   |                |

| 1   | I         |   |
|-----|-----------|---|
| 1   | A         | I do.   |
| 2   | Q         | Do you work for him or with him?              |
| 3   | A         | I work with him.                              |
| 4   | Q         | But you're not directly under him or in his   |
| 5   | departmen | t?  |
| 6   | λ         | No.   |
| - 7 | Q         | Okay. You are familiar with the business of   |
| 8   | an indepe | ndent publisher?                              |
| 9   | A         | I'm familiar with publishing to the extent    |
| 10  | that dire | ctories contain White Page listing, and they  |
| 11  | 5         | Yellow Page advertising. I'm not familiar     |
| 12  | with thei | r business practices.                         |
| 13  | ō         | Okay. Well, maybe we can cut through          |
| 14  | several q | uestions. Would you agree that Independent    |
| 15  | Publisher | s and BAPCO are competitors?                  |
| 16  | A         | Yes.  |
| 17  | Q         | Okay. Let me turn to your direct testimony.   |
| 18  | Do you ha | ve a copy there?                              |
| 19  | A         | Yes.  |
| 20  | Q         | Turn to Page 3, and you've listed do you      |
| 21  | have that |   |
| 22  | A         | Yes.  |
| 23  | Q         | You've listed three reasons why BellSouth     |
| 24  | should no | t offer a new connect listing; is that right? |
| 25  | A         | Yes.  |

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|----|--|
| 1  | Q The first one being that new connects are            |
| 2  | not required to publish directories, right?            |
| 3  | A Correct.   |
| 4  | Q I believe in your testimony you indicate             |
| 5  | that BAPCO receives a daily list of service orders or  |
| 6  | a record of service orders; is that correct?           |
| 7  | A Yes.   |
| 8  | Q What does that consist of? What does BAPCO           |
| 9  | get on a daily basis?                                  |
| LO | A BAPCO receives every service order activity          |
| 1  | item that occurred in the nine-state BellSouth region. |
| .2 | BAPCO receives it in an electronic transmission in an  |
| .3 | unedited format, every item.                           |
| 4  | Q That would include the new connects, though,         |
| .5 | wouldn't it?   |
| .6 | A It would.  |
| 17 | Q Would the information that BAPCO receives on         |
| .8 | a daily basis include the name of the subscriber?      |
| .9 | A Yes.   |
| 20 | Q The telephone number?                                |
| 21 | A Yes.   |
| 22 | Q Address?   |
| 23 | A Yes.   |
| 24 | Q The type of activity?                                |
| 25 | A Yes.   |

| 11  |  |
|-----|--|
| 1   | Q What else would that consist of?                     |
| 2   | A It would include any primary business                |
| 3   | classification.  |
| 4   | Q Okay. So included within the daily                   |
| 5   | information that BAPCO gets as the new connect, do you |
| 6   | know if BAPCO requires that information on a daily     |
| 7   | basis to publish directories?                          |
| 8   | A I don't know.  |
| 9   | COMMISSIONER GARCIA: Could you give me an              |
| .0  | idea of what they use it for?                          |
| 1   | WITNESS JUNEAU: I'm sorry.                             |
| 12  | COMMISSIONER GARCIA: Do you have an idea of            |
| 13  | what they use it for?                                  |
| 14  | WITNESS JUNEAU: I expect that what BAPCO               |
| 15  | does with it is not to publish directories, but to     |
| 16  | sell advertising and to distributed directories to new |
| 17  | connects to any changes.                               |
| 18  | COMMISSIONER CLARK: Mr. Juneau, would you              |
| 19  | have a problem with independent publishers having that |
| 20  | same opportunity?                                      |
| 21  | WITNESS JUNEAU: No.                                    |
| 22  | Q (By Mr. Horton) Isn't that what they've              |
| 2 3 | asked for?   |
| 2 - | A That is not our understanding. We've had a           |
| 2 : | little bit of a difficult time understanding what the  |

publishers are asking for. That's been the point of negotiations. I believe if we could understand what was asked for, we would be glad to provide that.

13 |

We have absolutely no objection to the directory publishers having a listing of new connects if it is for the purpose of distributing directories. The tariff has the prohibition against using it for any other purpose, such as telemarketing, and I think we have covered that today. So if the publishers would like it to distribute directors we're very welcome to address that.

Q In your second point you indicate that
BellSouth should not be required to develop and offer
services which customers will not buy in a sufficient
quantity at appropriate rates. What would be a
sufficient quantity?

absolutely. I think that would have to be based on a study of the service and the cost study to determine the recovery of our rates over an appropriate time period, a reasonable time period. To this point, though, we're only aware of one customer who wants a listing of only new connects.

Q Have you done anything to market this offering?

| - 11 |   |
|------|---|
| 1    | A Not that I'm aware of. But that's not to            |
| 2    | say most of our products or services or many of them  |
| 3    | come to us from our customers. I'm sure if we could   |
| 4    | think of a good idea, we'd be glad to go out and sell |
| 5    | it, but we're also receptive to good ideas that come  |
| 6    | to us. We're no less willing to sell a service if     |
| 7    | it's someone else's idea.                             |
| 8    | Q Are there any restrictions on your marketing        |
| 9    | DPDS or making that available? Do you have any        |
| LO   | agreements with BAPCO or anybody else that you won't  |
| Lı   | market DPDS or you won't offer                        |
| 12   | A Not that I'm aware of.                              |
| 13   | Q What would you consider to be an appropriate        |
| 14   | rate? What is your definition of an appropriate rate? |
| 15   | A Appropriate rate would recover our cost plus        |
| 16   | a reasonable contribution.                            |
| 17   | Q You heard Mr. Screven and I believe your            |
| 18   | exhibit reflects that the cost                        |
| 19   | CHAIRMAN JOHNSON: Let me interject here.              |
| 20   | You said would recover your costs and include a       |
| 21   | reasonable contribution.                              |
| 22   | WITNESS JUNEAU: Yes.                                  |
| 2.2  | CHATEMAN TOWNSON. What do you mean by                 |

WITNESS JUNEAU: BellSouth should be allowed

24 "contribution," I just want to be clear.

25

to earn some measure of profit on the service.

CHAIRMAN JOHNSON: Okay.

MR. HORTON: I'll come back to the cost in a minute.

- (By Mr. Horton) There's an indication in Q responses to interrogatories -- not an indication, but I think BellSouth has stated that the prices which the publishers pay are market based. Are you familiar with that?
  - A Yes.

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- What do you mean by market based? Q
- It means that the listings that the directory publishers receive have value. As we've heard in the earlier testimony there are basically two choices that seem to be available to the directory publishers that maybe were portrayed as viable choices. One is to buy the listing service from the BellSouth DPDS tariff. The other was to use a tariff 19 that was -- I mean use a directory that was available on the street.

If BellSouth's tariff has value such that the publisher would choose to purchase that, I believe 23 a market value is a worthwhile means of pricing the 24 | service. And to give maybe a little more definition to that, 100,000 listings was used in an example

| 1   | earlier, a directory with 100,000 listings. At four    |
|-----|--|
| 2   | cents, that directory the White Page portion of        |
| 3   | that directory would cost the independent publisher    |
| 4   | \$4,000. But with that White Page section, the         |
| 5   | publisher then has the opportunity to sell thousands,  |
| 6   | if not hundreds of thousands of dollars of             |
| 7   | advertising. It seems to have great value to the       |
| 8   | publishers. It also allows them to avoid the cost of   |
| ا و | taking a printed directory and then either scanning or |
| 10  | in some other fashion reformatting that directory into |
| 11  | their own.   |
| 12  | COMMISSIONER CLARK: Mr. Juneau, I'm                    |
| 13  | confused. Are you basing your tariffed rate on market  |
| 14  | prices or costs plus a reasonable contribution?        |
| 15  | WITNESS JUNEAU: This tariff is based on                |
| 16  | cost or it's based on a market price that covered the  |
| 17  | cost of the tariff and it includes contribution.       |
| 18  | COMMISSIONER CLARK: How much is that                   |
| 19  | contribution?  |
| 20  | WITNESS JUNEAU: The contribution, if you               |
| 21  | calculate it mathematically, is 1300%. I don't         |
| 22  | disagree with their                                    |
| 23  | COMMISSIONER CLARK: You don't characterize             |
| 2.  | that as a reasonable contribution, do you?             |
| 2   | withess Juneau: Commissioner, in this                  |

regard I think that is a reasonable rate. When you consider --

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COMMISSIONER CLARK: Because that's what the market will bear? Is that your -- is that the basis 5 on which you call it reasonable?

WITNESS JUNEAU: I would think in this situation, Commissioner, that if this is a market rate it is based on what the market would bear, and then what the market would determine to be a reasonable rate.

The rates that I'm aware of that the other LECs and the other BOCs and the major LECs charge are considerably in excess of our rates. Our rate is 4 cents, and we've heard quoted 98 cents or 60 cents for a listing in a published directory. The others I'm aware of, the next lowest rate for a magnetic tape delivery is about 15 cents per listing from any other LEC.

I think we thought that in filing this our rate was, in fact, very reasonable and very low, and it would be the other LECs that would be upset with our rate, not the directory publishers.

COMMISSIONER CLARK: What do you charge 24 BAPCO for the same information per listing?

WITHESS JUNEAU: BAPCO is charged in a

different fashion. I don't know that the cost to BAPCO can be related to a per listing. What I do know 3 about BAPCO's charge is it is in excess of what this tariff rate would be.

COMMISSIONER CLARK: BAPCO is being charged more than the Florida Independent Directory Publishers 7 | for the same information?

WITNESS JUNEAU: It's my understanding that BAPCO's agreement is in excess of the DPDS on an 10 | equivalent listing basis.

COMMISSIONER CLARK: Thank you.

- (By Mr. Horton) Mr. Juneau, while we're on Q that, would you refer to Interrogatory No. 32, which is in the exhibits we just identified. Page 39 of that exhibit. Do you have that?
  - A Yes.

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- The response says that, "BellSouth telephone 13 prices for these services are market based. For the companies BSC has knowledge of, BSC's prices are competitive compared to similar offerings." 21 | Competitive with whom?
- Competitive with the other RBOCs and LECs 23 that would be providing directory listings.
  - Are they competing with you to provide Directory Publishers information with respect to

BellSouth subscriber information?

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A In our franchise area today I'm not aware of that. We provide, of course, directory -- provide directory listings to BAPCO and then we provide them to the independent publishers in our area. Now, in the future your question may have relevance. I can only speak to the provision of directory listings for BellSouth customers.

- Q Who are your competitors today for the provision of subscriber information to independent publishers?
- A I do not know of another party that has a product that markets it as such. We have mentioned earlier such items as Chamber of Commerce, Welcome Wagon, realtor organizations as other sources of information, but if they market it as directory information I'm not aware.
- Q Do you know if those other sources charge for any of that information?
  - A I do not know.
- Q Would you agree that BellSouth has the most accurate, up-to-date directory listing information among whatever sources from which such data is available?
- A I would.

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|----|---|
| 1  | Q I'm sorry?  |
| 2  | A I would.  |
| 3  | Q So you agree with the finding of the                |
| 4  | Commission in their Order No. 96-0446? Do you have    |
| 5  | that copy of that order?                              |
| 6  | A I don't think so.                                   |
| 7  | Q Look at Page 4 (Hands document to witness).         |
| 8  | CHAIRMAN JOENSON: Mr. Horton, did you have            |
| 9  | any additional copies for us to                       |
| 10 | MR. HORTON: No, ma'am, I don't. That's the            |
| 11 | order we took notice of earlier. I'll get you copies. |
| 12 | CHAIRMAN JOHNSON: Staff, do you have it               |
| 13 | there to refer to?                                    |
| 14 | MR. PELLEGRINI: I have one copy.                      |
| 15 | CHAIRMAN JOHNSON: Okay. I just wanted to              |
| 16 | make sure you at least had a copy.                    |
| 17 | Q (By Mr. Horton) On Page 4 at the bottom of          |
| 18 | the page, the last sentence in that last paragraph    |
| 19 | marked "A", you agree with that sentence?             |
| 20 | A I agree with that.                                  |
| 21 | Q And that's basically what I just read to            |
| 22 | you, isn't that right?                                |
| 23 | A Yes.  |
| 24 | Q Let me go on in your testimony to your third        |
| 25 | point there on Page 3. Where you say "The question    |

of Bell providing new connect information has already 2 been ordered by the Commission." What is your understanding of the order of the Commission in that 4 | respect? The order on March 29th included the residential listings in the order. The residential list as being included in the WBAR. 7 Are the residential listings included in the 8 WBAR? 9 No, they are not. But the question had to 10 do with that order. I believe that that was the 11 amendment that followed it, that removed that provision that residential listings be required. What do you understand the current status to be? 15 16 The current status I understand of the WBAR is a business report; includes no residential listings. 18 19 COMMISSIONER CLARK: Mr. Juneau, I must have -- I don't think I heard you correctly. You said 20 1 the amendatory order the Commission issued did not 21 22 require residential new listings in the WBAR? 23 WITNESS JUNEAU: That is my understanding. COMMISSIONER CLARK: Do you have the 24

amendatory order in front of you?

WITNESS JUNEAU: No, I do not.

COMMISSIONER CLARK: Mr. Carver, could you find that and provide it to Mr. Juneau as to where that is in the amendatory order. Not right now.

Mr. Horton you can -- if you could find that let me know. (Hands document to witness.)

Thank you.

Madam Chair, I thought he would continue on with his questions and at some later point he could identify where in the order it was.

Q (By Mr. Horton) I'm sorry to repeat the question, Mr. Juneau, but I'm not sure just what do you mean by your Point No. 3 on Page 3?

A The new connect information in that order 0446 issued March 29th required -- had language requiring residential listings in the WBAR. My understanding was when the order was amended it was understood that the new connect information was a part of the monthly refresh, and, therefore, the WBAR requirement was removed in the April 11th amended order.

Q Then you consider the monthly refresh offering to satisfy the requirements of the Commission Order?

A Yes, I do.